



B.Com Honours

Semester 2

Calicut University

DATA ANALYTICS FOR BUSINESS

Course Code: COM2MN109 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM2MN109

Course Title: DATA ANALYTICS FOR BUSINESS

Course Type: Minor

Academic Level: 100-199

Credits: 4 Credits

Course Summary: The Business Analytics course provides students with the knowledge and skills necessary to harness the power of data and analytics for effective decision-making in a business context.

Module I: Introduction to Data Analytics

Module I: I Data Collection and Preparation

- **Unit 5:** Measurement Scales- Nominal- Ordinal-Interval-Ratio
- **Unit 6:** Forms of Data- Quantitative and Qualitative- Big Data and Small Data
- **Unit 1:** Types of Data Structures
- **Unit 8:** Methods for collecting, cleaning, and pre-processing data
- **Unit 9:** Data quality assurance and validation techniques

Module I: I Organizing data with Excel

- **Unit 4:** Formatting cells- Using the Ribbon to Format Numbers - Using the Format Cells Dialog Box- Add a Border, background Color - Change the Font, Font Size, Font Color.
- **Unit 1:** Formatting input data- Understanding Dates and Times - Format Percentages, Fractions, In Scientific Notations
- **Unit 1:** Formatting worksheet- Align Data, Rotate Data, Wrap Text, Merge and Center-Apply a Style, Using Format Painter, Clear Formats- Structuring the workbook - Cut, Copy, and Paste Cells
- **Unit 2:** Using Live Preview with Paste, Paste from the Office Clipboard,

Module I: V Performing computations and aggregations using Excel

- **Unit 15:** Understanding formulas - Calculate with an Operator - Calculate Using a Function and Cell Addresses
- **Unit 1:** Create an Array Formula using the Sum, Average, Count, Min, and Max Functions Managing formulas in Excel
- **Unit 1:** Create a Formula that Refers to Another Worksheet-Understanding Relative and Absolute Cell Addresses-Edit Formulas, Name Cells and Ranges
- **Unit 1:** Define and Display Constants-Create Formulas That Include Names-Check Formulas for Errors, Trace Precedents and Dependents

- **Unit 2:** Introduction to functions in Excel- Understanding the Function Wizard-Create a Conditional Formula - Calculate a Conditional Sum - Calculate a Conditional Count
- **Unit 2:** Find the Square Root - Using VLOOKUP and index- Retrieve Column or Row Numbers - Using VLOOKUP- Using Index: Match, Search and Text- based functions in Excel- Determine the Location of a Value Using INDEX
- **Unit 3:** Calculate Future Value, Present Value -Exploring inbuilt statistical functions and tools- Calculate an Average - Calculate a Conditional Average - Calculate the Median or the Mode - Calculate Rank

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